

Alec Greaney

News video producer with a passion for explaining the world and telling impactful stories to engage people where they are

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Experience

Video Producer

NBC News, Original Social Video

June 2022 - Present

- Produce videos for NBC News, including @nbcnews and @staytunednbc on TikTok, Instagram, YouTube and Snapchat
- Script and edit 400+ videos, with 250+ million views on TikTok alone
- Mold NBC News social's current model for explainer-style videos
- Collaborate with reporters to distill complex stories into shortform
- Pilot and produce "NBC Debunks," a series fact-checking viral misinformation that was a finalist for 2024 OJA and Webby Awards
- Pursue original reporting, including shooting interviews on location
- Cover and shoot footage at major events, including 2023 GOP debate
- Edit and review other producers' scripts and videos
- Track social analytics and incorporate insights into our video strategy

Digital News Editor

NBC Owned TV Stations, National Desk

June 2021 - May 2022

- Edit, write and manage national and international news for the websites of the 12 stations owned by NBC in the U.S.
- Coordinate with local editors to cover breaking news on deadline
- Serve as the solo editor for the national team during overnight hours
- Analyze data and create graphics to write original, data-driven stories

Digital Producer

NBC10 Boston & necn, Freelance

June 2019 - May 2021

- Write, edit, package and publish news for NBC10 & necn digital
- Clip video, collect photos and build galleries for websites and social

Assistant Director of Communications

Catholic Memorial School

June 2020 - May 2021 (Digital Media Strategist, Aug. 2018 - June 2020)

- Develop and implement strategy for digital and print communications
- Produce, shoot, animate and edit 200+ videos for web and virtual tour
- Write, edit and optimize content for the website, social and newsletters

Skills

Video Editing / Design

- Adobe After Effects
- Adobe Audition
- Adobe Illustrator
- Adobe InDesign
- Adobe Lightroom
- Adobe Photoshop
- Adobe Premiere
- Canva
- Figma

Data Viz / Analysis

- Datawrapper
- Excel
- Flourish
- Python, R

Web Tools

- AP Style
- HTML, CSS, JavaScript
- SEO

Education

Boston College

BA, Communication Major
Computer Science
Concentration

Phillips Exeter Academy

Recognition

Online Journalism Awards

2-time finalist,
2024 and 2023

Webbys

3-time nominee,
2024 and 2023